

# "The Green Globe Trotter"



August 30th 2007  
Volume: 4 Number: 33

A Newsletter of the Green Globe Caribbean Program

## Caribbean Green Globe Program Watch

- Number of certified properties = 54
- Number of Green Globe Standards = 4
  - ⇒ Company Standard
  - ⇒ Community Standard
  - ⇒ Precinct Planning, Design & Construction Standard
  - ⇒ International Eco-Tourism Standard

## TRAINING COURSE ALERT!

- Green Globe "Company" and "International Eco Tourism" Standard
- Duration: 5 days
- Date: October 2007
- Venue: Trinidad

SET YOUR CALENDARS!

View this newsletter online at: <http://www.cha-cast.com/Newsletters.html>

## From the Editor...

At the time of writing, the 6th named storm of the Atlantic hurricane season has entered the Caribbean. Hurricane Felix developed rapidly into a category 2 storm (winds in excess of 105mph) and is expected to strengthen even further and threaten Central America in early September. We wish all the citizens of this region the very best in coping with the effects of this storm, and urge all other Caribbean interests to prepare, prepare, prepare! See the "Tip Pit" section for useful preparedness advice.

In our "Product Profile" feature, we provide a second installment of the wastewater treatment solutions offered by Pixan-Ha based in Mexico. These low-cost-low-maintenance systems may just provide the solutions you are looking for. If you are the supplier of effective and "green" supplies to the hotel industry, send us your product story and information.

It is important to restate that the main point of this newsletter is to inform and educate on the Green Globe program of performance standards for travel and tourism businesses. As we have been reporting, the Green Globe standards are undergoing many changes. This is a direct response to dealing with global issues like global warming and climate and to the manifold needs of participants and stakeholders. The "200 Standard Words" section continues to update readers on these changes.

As usual, we always welcome your comments and suggestions, which should be sent to: [cast@cha-cast.com](mailto:cast@cha-cast.com).

## 200 Standard Words on...Green Globe 'Company' Standard

The revised Green Globe *Company* Standard has two major objectives:

1. Responsible and sustainable environmental and social activities; and
2. Improved environmental and social outcomes

These are accomplished via a 6-step process, the first two of which requires the business to benchmark its performance (policy & benchmarking), and the next 4 steps leading to certification (compliance, approach, performance and communication). Businesses have up to two years to

complete all 6 steps and achieve certification under this Standard. A shorter timeframe can unnecessarily burden the business' annual budget and staff capabilities. Timeframes longer than 2 years can weigh heavily on the momentum required to motivate staff to achieve set goals.

Green Globe will soon be introducing a rating system which recognizes those businesses that have maintained their certification over long and continuous timeframes. This is a great incentive for continuous improvement and involvement in the program and rightly re-

wards hard work and leadership.

If your environmental management system is in need of a shot in the arm, then top management needs to review and revitalize it. If you have accomplished your goals, set new ones. Challenge staff to attain higher performance levels including improving your corporate stewardship. You should never stop contributing to an improved community consciousness and quality of life. For more, see [www.ec3global.com](http://www.ec3global.com).

**TIP PIT** Useful tips for improved performance!

Hurricane preparedness tips courtesy...



We are the peak of the Atlantic hurricane season, which generally runs from June 1st to November 30th. The season is most active during the month of September.

The first major hurricane was Dean which caused significant damage to the agricultural sectors of Martinique, St. Lucia, Jamaica, the Yucatan and Central Mexico. From all reports, the tourism centres in the affected Caribbean islands including the Mexican Riviera Maya coast were spared much damage and have continued their business operations without much difficulty.

Business continuity is so vital for maintaining a vibrant and resilient tourism sector. Here are a few tips:

1. Your facility preparedness plan should not only detail specific actions at the

onset of a storm threat, but should also provide the steps to effective recovery.

2. If your property has secured any physical damage, be sure to secure it as soon as feasibly possible after the storm has passed.
3. Take before-and-after photographs of essential assets.
4. Ensure that you have 'mutual aid agreements' with building contractors and suppliers in order to avoid any delays to or price escalations in your recovery effort .
5. Ensure that your critical employees and their families are also well cared for – you will need them in the recovery effort.
6. Look after the immediate needs of the adjacent community wherever you can. People remember those who came to their aid quickly and when they most needed it.

Share your own best tips with us at: [cast@cha-cast.com](mailto:cast@cha-cast.com).

CAST delivers hurricane preparedness workshops. Contact your local hotel association for details.

**Product Profile:**



**Wastewater treatment: high efficiency at low cost**

In the wastewater treatment industry, products typically range from anaerobic to membrane systems, all of which meet or surpass the requirements of local regulations. The advantages and applications of each of these designs are almost never analyzed, specifically when it comes to operating and maintenance costs.

A waste water treatment system should be efficient, reliable and must supply a real solution to property needs. Here are a few basic questions to be addressed prior to selecting the best treatment system:

- Do I require or have access to professional/specially trained staff for operation and maintenance?
- What is the system's true operational cost (i.e. human operator, chemicals, maintenance, handling/disposal of by-products)?
- Where can I purchase spare parts?
- What additional equipment will I require and how much energy will they consume?
- What is the system's overall efficiency rating in terms of removing pollutants and will this meet local or international regulations? Or will there be need for further technology add-ons?

- And last but not least, is this proven technology?

Pixan-Ha supplies wastewater treatment units with unique features such as:

- Easy operation and maintenance at low costs
- Easily available spare parts
- Small footprint
- High efficiency in biological oxygen demand (BOD) and total suspended solids (TSS) removal (over 95%)
- Meets/surpass 30/30 limits
- Easy expansion of systems via a modular design
- Proven experience with over 11,000 installations worldwide.

For more information, contact [info@pixan-ha.com](mailto:info@pixan-ha.com) or see [www.pixan-ha.com](http://www.pixan-ha.com).

Article submitted by: Ing. Gerardo Garcia



Views expressed are those of the author & not necessarily those of CAST!

**Caribbean Alliance for Sustainable Tourism**

1000 Ave. Ponce de Leon  
5th Floor, San Juan  
Puerto Rico  
00907

Phone: (787) 725-9139  
Fax: (787) 725-9108  
Email: [cast@cha-cast.com](mailto:cast@cha-cast.com)  
Website: [www.cha-cast.com](http://www.cha-cast.com)



*Your Paradise!  
Our Mission!*

We're on the Web!  
[www.cha-cast.com](http://www.cha-cast.com)  
[www.greenglobe.org](http://www.greenglobe.org)